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24 January 2002

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FEB 05 2002

Group 2100

Hon. Assistant Commissioner for Patents  
Washington, DC 20231

Re: Application For Letters Patent Entitled -- *Method Of Aggregating, Classifying, Reporting And Cross-Tabbing Data, In Real Time* --; Serial No. 09/917,108;  
R. Pollack, et. al.; Filed July 27, 2001; Docket No. 2001KP238PA

Sir:

Transmitted herewith for filing are the following:

- 1) A Statement Under 37 C.F.R. § 1.56, Form PTO/SB/08A therefor, and copies of the prior-art references indicated therein, with respect to the above referenced United States' Application For Letters Patent;
- 2) A Certificate of Mailing; and
- 3) A post card for you to place your official stamp thereon evidencing receipt of the above identified materials.

Submitted respectfully,

Kenneth F. Pearce  
Registration No. 33,026

ens.



# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Group Art Unit: 2185 )  
 Serial No.: 09/917,108 )  
 Examiner: Unknown )  
 Inventors: Pollack, R., et. al. )  
 Filed: 07/27/2001 )  
 Title: *Method Of Aggregating,  
 Classifying, Reporting and  
 Cross-Tabbing Data In  
 Real Time* )

**STATEMENT UNDER**

**37 C. F. R. § 1.56**

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**Group 2100**

Hon. Commissioner of Patents and Trademarks  
 Washington, DC 20231

Sir:

In accordance with 37 C.F.R. § 1.56, the Examiner is advised that the documents enclosed herewith and indicated on Form PTO-SB/08B have come to the attention of the Applicant and are being submitted for consideration by the Examiner.

1) US Patent 6,084,585-Kraft, et. al., describes a graphical user interface for a computer video display that projects both a menu entry and a data field. After making a selection from the video menu, a user completes at least one row of an entry template that is part of an electronic form. Upon completion of the electronic form, it is transferred to the central storage computer.

2) US Patent 6,182,084 B1-Cockrell, et. al., discloses a data storage, retrieval and comparison system for sporting events as well as a method of use that exemplifies the system. Raw historical statistical data is first incorporated into computer storage. As new data is received, it is converted into first formatted data that is compared against the previously stored historical data. Upon the appropriate condition, the central processor system broadcasts aggregated data to client computers interlinked in a common network with the central processor.

3) US Patent 5,740,549-Reilly, et. al., teaches an information and advertising distribution system. The Reilly system sends information to the subscriber's computer database, and the subscriber can select the news and advertising profile of interest to the subscriber. Reilly, et. al., requires that the information selected by the subscriber be displayed in the screen saver function of the workstation video.

4) US Patent 5,226,177-Nickerson discloses a system for collecting data from respondents. The system includes a central portion with a processor and a base station and a remote portion dedicated to wireless units. Multiple choice questions that are displayed on the wireless unit, and via optic, radio or acoustic links, the central processor accumulates data in real time. Nickerson's wireless unit is limited by the range of the radio frequency transceiver from the base unit.

5) US Patent 5,546,455-Joyce, et. al., describes an automatic call distribution system for routing incoming calls used in conjunction with a private switchboard or Private Branch Exchange (PBX).

6) US Patent 5,778,368-Hogan, et. al., defines a Multi-Cross Platform Repository System to fully characterize, evaluate and reuse real time embedded software stored in the repository database.

7) US Patent 5,553,282-Parrish, et. al., discloses a software project history database and method of operation. After logging in, the program developer retrieves a draft of a program configuration from the server. Thereafter, the program developer can retrieve components to assemble the complete source code for a program.

8) US Patent 5,740,035-Cohen, et. al., describes a self-administered survey device for collecting data involving media experiences. Survey data stored in the survey devices is uploaded to a centralized data processing unit through wireless transmission of the survey data.

9) US Patent 6,134,531-Tewitt, et. al., exemplifies a method of polling audience reactions to broadcast and entertainment programming. The polling results are time-stamped and synchronized in real time. Thereafter, the time-stamped response is compared and analyzed against the segment of the broadcast program corresponding to the time-stamped response.

10) US Patent 4,531,186-Knapman teaches a method of accessing a database. The user-friendly method utility provides for an unskilled user to access data in bulk storage via a programmed communication block. Data base descriptions and program communication blocks construct a data directory that further displays a menu entry path to the user. Upon user query, the Knapman method evaluates all possible access paths and selects the best.

11) US Patent 5,999,192-Selfridge, et. al., defines a business data exploration and analysis apparatus for discovering useful patterns of data in the database and for interactively specifying one or more operations on business data stored in the relational database. The Selfridge apparatus displays acyclical directed graphs including nodes for viewing by the business data analyst.

12) US Patent 5,361,200-Weybright, et. al., describes a real time data collection system that requires respondents to use alphanumeric keypads to record their responses to a

series of questions. Weybright keypad's numeric answers are communicated and stored in the memory of an intelligent junction box. Thereafter, the numeric answers are communicated from the intelligent junction box to a central computer for statistical analysis.

It is Applicants' opinion that the claims presently on file patentably distinguish Applicants' invention from the above-identified references. The above-referenced documents are cited only in the interest of candor, in accordance with 37 C.F.R. § 1.56, and, as such, it is not to be construed as a representation that a search has been made or that no other material information exists.

Submitted respectfully,

A handwritten signature in cursive script, reading "Kenneth F. Pearce", written over a horizontal line.

Kenneth F. Pearce

Registration No. 33,026

Attorney of record for Applicants